



## Canada's Popstars "Boy Meets Girl" a Hit in Scandinavia – Universal Music to release album.

### FOR IMMEDIATE RELEASE

(Toronto, February 10<sup>th</sup>, 2004) - Canada's premier reality producer Lone Eagle Entertainment hits another home run, this time in Europe. **Popstars: Boy Meets Girl** is currently on air in Norway on TVNorge where it has an impressive 20% share. The series has also just finished a successful run on Kanal 5 in Sweden.

Due to the shows success in Norway, Universal Music has decided to release both an album and a single from the series. The single "**Frontin On Me**" will be released on March 1<sup>st</sup> 2004. Universal will follow this with the release of the full length album "**Velvet Empire**" on April 5<sup>th</sup> 2004, a week after the Popstars series finale.

**Popstars: Boy Meets Girl** is a 14-episode, half-hour primetime reality series that chronicles the real-life selection, creation, development and launch of "**Velvet Empire**", a five member boy/girl group. This is the second season of the series which aired in Canada. Lone Eagle has produced three seasons of the series and it was the highest rated Canadian prime time series in all three years. **Popstars: Boy Meets Girl** is distributed by Target Entertainment.

"Lone Eagle Entertainment is thrilled with the release of **Velvet Empire** in Norway. It is a testament both to the incredible talent of these artists and the quality of our series," says Tom Powers V.P. Business Development of Lone Eagle Entertainment Ltd.

"I am very pleased that our colleagues at Universal Music Norway will be releasing **Velvet Empire**'s single and debut album," says Shawn Marino, International Marketing Manager for Universal Music Canada. He adds, "Norway has a proven track record of breaking acts born out of foreign versions of the Popstars franchise so we are confident that **Velvet Empire** will do very well in this market."

"Popstars Canada has performed well for us in the target group 12-34 age group. The dream to be a popstar is universal and hence these shows travel well abroad. We really hope **Velvet Empire** will get off the ground here in Norway with their debut album - nothing would please us more than to see them on the charts!" says Bente Engebretsen of TVNorge.

**Lone Eagle Entertainment Ltd.** is an independent production company based in Toronto, Canada. The company was founded in 1994 by Michael Geddes to create and produce highly rated market driven television programming. Lone Eagle has produced three consecutive seasons of the smash hit series "Popstars", the #1 rated Canadian show three years running. New series/formats going to air this month include "Hooked up" and "The Call".

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